

Vertical Berry Farming Market Forecasts to 2034 – Global Analysis By Berry Type (Strawberries, Blueberries, Raspberries, Blackberries, and Exotic Berries), Farming Technique, Component, Automation Level, Facility Type, Application, End User, Distribution Channel, and By Geography

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Abstracts

According to Statistics MRC, the Global Vertical Berry Farming Market is accounted for \$2.2 billion in 2026 and is expected to reach \$9.6 billion by 2034 growing at a CAGR of 20.3% during the forecast period. Vertical berry farming refers to controlled environment agriculture operations producing strawberries, blueberries, raspberries, blackberries, and exotic berry varieties in indoor multi-tier rack cultivation systems using hydroponic, aeroponic, and soil-based growing media under AI-managed artificial lighting, precision climate control, and automated irrigation and fertigation delivery that enable year-round high-yield berry production independent of outdoor climate seasonality, with significantly reduced land area requirements, elimination of field pesticide use, and supply chain provenance traceability advantages relative to conventional field-grown berry production.

Market Dynamics:

Driver:

Year-Round Premium Berry Demand

Consumer demand for year-round fresh premium berry availability at consistent quality standards that cannot be reliably met through seasonal outdoor cultivation and long-

distance import supply chains is creating commercial market opportunity for vertical berry farming operations supplying retail and food service customers with locally grown premium berries during off-season periods when import berry quality and pricing are unfavorable. Retail buyer contracts guaranteeing premium berries at consistent specifications year-round justify the higher production costs of vertical berry farming relative to seasonal field cultivation.

Restraint:

Berry Crop Cultivation Complexity

Berry crop vertical farming cultivation complexity arising from diverse berry species-specific lighting requirement, pollination management, training system design, and fruiting cycle management challenges creates technical barriers that make vertical berry farming more difficult and less economically established than leafy green vertical farming, requiring specialized horticultural expertise and extensive cultivation protocol development investment before achieving the reliable high-yield production economics needed to justify vertical berry farming capital investment.

Opportunity:

Urban Proximity Premium Market

Urban premium grocery and specialty food retail channels commanding substantial price premiums for locally grown, pesticide-free, traceable fresh berries represent a compelling market positioning opportunity for vertical berry farming operations located within urban or peri-urban areas delivering same-day harvest freshness and transparent local provenance credentials that differentiate premium berry products from imported conventional alternatives in health-conscious urban consumer markets willing to pay substantial locality and freshness premiums.

Threat:

Economic Viability Path Uncertainty

Vertical berry farming economic viability uncertainty arising from historically narrow margins in fresh berry retail markets combined with high vertical farming production cost structures creates investment hesitation as the business case for premium price realization sufficient to cover vertical production overhead is not yet clearly validated at

commercial scale, with several early vertical berry farming ventures experiencing financial difficulties that highlight the challenging economics of transitioning from leafy green vertical farming success models to more demanding berry crop production economics.

Covid-19 Impact:

COVID-19 supply chain disruptions affecting imported berry availability and fresh produce safety concerns created consumer interest in locally produced vertically farmed berries as supply chain resilient, food-safe alternatives. Pandemic-era heightened fresh produce health safety awareness and local food preference elevation created favorable market conditions for vertical berry farming premium positioning. Post-pandemic investor enthusiasm for food technology resilience solutions combined with premium fresh berry retail market premiumization continue attracting vertical berry farming venture investment and infrastructure development.

The exotic berries segment is expected to be the largest during the forecast period

The exotic berries segment is expected to account for the largest market share during the forecast period, due to premium retail pricing achievable for vertically farmed exotic berry varieties including golden raspberries, white strawberries, gooseberries, and heritage currant cultivars that command substantially higher per-kilogram retail values than conventional commodity berry varieties, providing the unit economics foundation needed to support vertical farming production cost structures while demonstrating differentiated product value that premium grocery retailers and food service buyers are willing to incorporate in specialty produce assortments.

The hydroponics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the hydroponics segment is predicted to witness the highest growth rate, driven by widespread commercial adoption of nutrient film technique and deep water culture hydroponic systems for vertical strawberry and raspberry cultivation that provide superior root zone oxygen availability, precise nutrient management control, and water use efficiency advantages over soil-based cultivation in vertical rack configurations, enabling the reliable high-yield production performance required for commercial vertical berry farming economic viability.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the United States hosting the world's most active vertical farming investment and commercial deployment ecosystem with leading companies including AeroFarms, Plenty, Bowery, and Gotham Greens expanding into berry crop production, strong venture capital funding for controlled environment agriculture, and premium grocery retailers including Whole Foods and Sprouts creating market access for locally grown premium vertical farm berry products.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to Japan hosting the world's most technologically advanced vertical berry farming sector with domestic companies including Spread and Mirai operating large-scale commercial facilities, South Korea implementing government-supported smart vertical farm development programs including berry crop production, and rapidly growing urban premium fresh berry demand in China creating commercial incentive for domestic vertical berry farming investment.

Key players in the market

Some of the key players in Vertical Berry Farming Market include AeroFarms, Plenty Unlimited, Bowery Farming, Gotham Greens, Freight Farms, Infarm, Crop One Holdings, Kalera, AppHarvest, Spread Co., Ltd., Miracle-Gro (Scotts), Signify, Heliospectra, Illumitex, Netled, Valoya, and OSRAM.

Key Developments:

In March 2026, Plenty Unlimited announced the commercial launch of its vertical strawberry farming program producing premium pesticide-free strawberries for year-round supply to major US grocery retail chain distribution agreements.

In February 2026, Infarm launched a modular vertical berry farming unit targeting premium supermarket in-store cultivation of specialty raspberry and strawberry varieties providing same-day harvest freshness and full supply chain transparency.

In January 2026, Valoya introduced a new optimized LED light recipe for vertical strawberry cultivation demonstrating improved fruit set, brix content, and anthocyanin pigmentation outcomes verified through commercial vertical farm partner trials.

Berry Types Covered:

Strawberries

Blueberries

Raspberries

Blackberries

Exotic Berries

Farming Techniques Covered:

Hydroponics

Aeroponics

Aquaponics

Soil-Based Indoor Farming

Components Covered:

LED Lighting Systems

Climate Control Systems

Irrigation & Nutrient Systems

Growth Media

Automation & Robotics

Automation Levels Covered:

Semi-Automated Farms

Fully Automated Farms

Facility Types Covered:

Indoor Vertical Farms

Greenhouse Vertical Farms

Container Farms

Applications Covered:

Fresh Consumption

Processed Foods

Nutraceuticals

Foodservice

End Users Covered:

Commercial Growers

Retail Chains

Foodservice Providers

Research Institutions

Distribution Channels Covered:

Direct Sales

Supermarkets

Online Retail

Specialty Stores

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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